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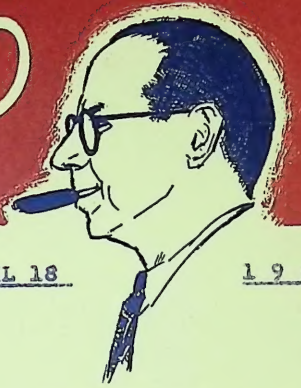
'Ballyhoo

VOLUME 4 NUMBER 15 APRIL 18 1955



IN RETROSPECT

I have a bronze plaque in my office ... the Creed of Variety, which reads in part ... "Good Fellowship Means When Accounting, Man's Worth When His Busy Life Ends .... Not by Dollars and Cents do we Judge Him, But by Number and Worth of His Friends ..."

I wonder how many of us truly appreciate the value of our friendships ... honestly enjoy and respect, and return it in kind. How many of us are proud to be judged by the number and worth of our friends, rather than by the heft of our pocketbooks. How many of us will be missed ... if just a little ... when this busy life ends ... if only for our hand extended in fellowship during our brief sojourn on this mortal coil ...

Under the glass top on my desk I have a few lines of verse which I clipped out of a service club periodical many years ago ... It's a sentimental little piece, worth reading and worth remembering. Thought I'd pass it along. It's title:-

AROUND THE CORNER

"Around the corner I have a friend
In this great city that has no end:
Yet days go by and weeks rush on,
And ere I know it a year has gone
And I never see my old friend's face,
For life is a swift and terrible race.
He knows I like him just as well
As in the days when I rang his bell
And he rang mine ...
We were younger then;
And now we are busy, tired men,
Tired with playing a foolish game;
Tired with trying to make a name."

"Tomorrow, I say, I'll call on Jim
Just to show I'm thinking of him.
But tomorrow comes - and tomorrow goes
And the distance between us grows and grows.
Around the corner! yet miles away:
"Here's a telegram sir,"
"Jim died today!"

That's what we get and deserve in the end,
Around the corner - a vanished friend."

FAMOUS PLAYERS Theatres

MONTHLY MAINTENANCE REPORTS

I know it's a chore ... and means at least fifteen minutes of your time, once each month ... and sometimes your gripes get attention, sometimes seem to be ignored. Fellows ... I've reminded you at least a dozen times, this report is of the utmost importance to us, and everything you inscribe on it is carefully perused. Those items which can be attended to at once, get immediate attention. Others, perhaps of a capital expense nature are deferred to a more advantageous period ...

Please don't make it necessary for me to have to mail you a special invitation to get your report in ... about two weeks after all the others have reached my desk. You have a calendar pad on your desk ... I know, I've seen it ... MARK IT on the days that the various reports are due ... and make sure that you sit down THAT SAME DAY and get them off to me. Easy, ain't it?

.x.x.x.x.x.x.

SAFEGUARDING FUNDS

Sometimes I wonder if Head Office mail is ever opened when it reaches the theatres ... and if it is, does anybody bother taking the time to read it. I personally have written any number of times in respect to the proper use of your theatre safe, and have discussed it personally with every one of my managers on more than one occasion. I'll try again ... Your funds are only protected when they are deposited in the inner chest in your safe ... That covers receipts, confection money, book-ticket sales money, petty cash etc. In the event of burglary, if any of those funds are anywhere but in the chest ... brother-r-r ... YOU'RE IT. Can I make it any plainer?

The other day we had an attempted burglary in one of our theatres. The thieves messed up the office pretty good, and really ruined the safe ... but they couldn't crack the inner chest ... and consequently our day's receipts were untouched ... BUT, the manager had left a few dollars sitting on the shelf just inside the outer door ... not much, just a few bucks, and after all, why go to the bother of twirling the dial again just for a few dollars? Well, they naturally pocketed that ... and Mr. Manager, as far as I'm concerned, will have to make it good.

In his report he adds a postscript ... "In future this money is going inside the chest WHERE IT BELONGS ..." Glad you know where it belongs, fella ... and now that you know it's YOUR money you're protecting, I'm sure it won't be too much trouble to place it WHERE IT BELONGS.

.x.x.x.x.x.x.

SATMAT SPORTS CRESTS

When we first started giving away these sport crests to our juve customers I asked for a complete report on the deal as soon as you had a chance to see how it was shaping up. It's five weeks now, and I'm still waiting ... How about it? Is it worth anything or not? Let's hear from you.

IT PAYS OFF

Sometimes we're inclined to wonder a little whether our patrons are aware or give a hoot about all the extra little comforts we provide them with ... those special services, selective programs for children, etc. In regard to the latter, I think I can give you a positive answer. I have a note from Mel Jolley, to which is attached copy of a "Letter to the Editor" culled from the pages of the Hamilton Spectator. It is headed ... "Some Movies Unfit for Children."

The writer who gives his name goes on to deplore the type of pictures being shown on local screens, some of which he maintains, "are unfit for anyone" ... certainly are most objectionable as children's fare ... He goes on in this vein for a while, and ends up with this admonition ... "Support good movies. For instance the Century's Spectator shows are a fine idea ... We should have more ..."

We certainly don't agree with him that ALL movies are unfit ... quite the contrary ... but we're glad to see him single out Mel's Saturday morning efforts as an object lesson to other theatres in the area. Your P.R. is starting to bear fruit Mel, keep it up ... You're making a lot of important friends.

.X.X.X.X.X.

THOSE "DUDS" AGAIN

I thought I had this annoying problem licked ... but seems that some of you guys are still too busy to take a good look at your marquee and sign once in a while, and get rid of those unsightly burnt out bulbs ... What do I have to do? Climb up there and change them myself?

It's Spring guys ... this is the time to "Clean up, Paint up, Smarten up ..." If you SMARTEN UP, then your theatres will present a smart appearance too ... and I'm sure that will include a constant check on those "duds" ... How about it? Let's not have any more dead lamps around ... starting RIGHT NOW.

.X.X.X.X.X.

GOOD LUCK AL

I visited with Al the other day, and he was all excited at the news that he would be going in for the long-awaited surgery in a week or two ... That's about three months sooner than he had expected, which speaks well for the progress he had made to date.

I now learn that the date had been advanced, and even as I am writing this, Al is undergoing his operation.

Good luck Al ... we're all pulling for you ... The Head Office gang, our Ballyhoo family, and all your friends from one end of the circuit to the other. Keep punchin' ... Keep smiling, and you'll be back where you belong, at the helm of your own theatre in Oshawa before you know it.

Drop Al a card fellows ... he'll appreciate it.

Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

Looks like just about three weeks to go before we wind up our current S.O.S. drive ... count up our scores ... name the winners, and award the prizes.

Guess this is as good a time as any to serve notice on you guys that the end of our S.O.S. does NOT mean the end of BALLYHOO. On the contrary, it will mark the beginning of a concentrated drive to lick the ever increasing summer opposition ... to make our theatres the most comfortable in our communities ... to keep our customers coming to the theatre showing the "Best show in town ..." our theatres.

Get the idea? BALLYHOO will be going out every week as per schedule, and we'll report the goings on in our theatres, publicity-wise and in every other respect, just as we have been doing for nearly four years. We will expect a tightening up of all your selling efforts ... even though you may not be competing for prizes and points.

We'll expect a report from you each and every week, just as during the term of our S.O.S. outlining your publicity and public relations activities. We'll expect visual evidence in support of all your claims ... We'll expect you to be just as good a Showman during the summer months as during the more favourable winter season.

Don't think I can make it much clearer, but will have more to say on the subject in subsequent issues. In the meantime ... You still have three weeks to go in this drive, so let's wind up this deal with some real DRIVE, and wind up our S.O.S. in a real blaze of glory.

BALLYHOO DRUMBEATS

I ain't happy guys ... your stuff this week isn't all it should, or could be. Kinda thin, if you ask me ... with the exception, of course of those few, who rain or shine always manage to come through with a real effort. Of course your product may have been unsaleable this week ... if there is such a thing as unsaleable merchandise in our business ... which for my dough is anything but a fact. Let's take a peek.

During the past week, and in the coming three weeks we have played and will be playing such attractions as ... BRIDGES OF TOKO-RI ... 20,000 LEAGUES ... COUNTRY GIRL ... UNTAMED ... GREEN FIRE ... STAR IS BORN ... LAST TIME I SAW PARIS ... BATTLE CRY ... HIT THE DECK etc. etc. Want me to mention a few more? If they're not worthy of your very best exploitation efforts ... then man you're just in the wrong business.

And let's see who's missing this week ... Bob Harvey was playing MANY RIVERS TO CROSS part of the week and 20,000 LEAGUES the rest of the time. Guess there's just nothing one can sell in those two ... Jeff had HIT THE DECK ... how can anyone be expected to do a selling job on a thing like that? Should sell itself. Herb Chappel was playing THE RACERS ... and after all, why go to any trouble to tell the ticket-buying public about it? Listen guys, when I said that I expected a selling job from EVERY MANAGER in this group, EVERY WEEK ... I wasn't kidding. If somebody should just happen to ask you why business wasn't too good ... you have some good answers ready ... won't you? And among them don't forget to mention that you just didn't bother to sell your goods. I'll expect an entry from each of you every week from now on ... You won't disappoint me, will you?

All right, all right ... so I'll quit the bellyaching, and say some nice things about the guys who DO believe in doing a selling job ... every day, every week, ALL THE TIME. Seems to me that's what we're in business for ... Do you agree?

In the U.S. trade headlines I see a very brief mention of something Herb Chappel did a few weeks ago in the SHOWMEN'S TRADE REVIEW, copy dated April 2nd. BOXOFFICE under date of April 9th carries a very nice picture and boxed story regarding a good co-op promoted by Jack Ward ... also a brief item on one of George Forhan's stunts.

In the "Showmen in Action" section of Walter Brooks' ROUND TABLE I see mentioned a couple of deals of Art Cauley's and Mel Jolley's. Nothing at all in EXHIBITOR. Not too much for two full weeks ... but maybe the fault lies right at home ... You should know better than I.

Let's try and fill those pages fellows ... it's good for you and good for us here in the office. We like to see your names in print ... and I have an idea you don't dislike the idea either. So ... get in there ... The editors are happy to print anything that can act as a guide to other showmen. The rest is up to you,

So ... let's get on with the business of reporting such activities as we have at hand ... and let's see where the points lie this week ...

CAPITOL - ST. KITTS

Vern had his regular co-op with the New Method Cleaners in the Saturday edition of the Standard ... good mention of his theatre and attraction in return for two pairs of ducats. I also see a good off-theatre scene on THE RACERS. His "Morning Melodies" program still popular over the local airwaves.

Five good windows were set up in co-operation with the Westerburg News Agency in support of THE RACERS. On his opening night Vern invited the members of the St. Kitts Motor League as his guests ... they bannered their 17 sport cars with good copy and zipped around town a few times on their way to the theatre ... Lots of excitement, and drew attention to his program.

The Hobby Shop put in an excellent window tying RACERS in with their kits of model racing cars. Display board in the local Coffee Shoppe.

SENECA - NIAGARA FALLS

Jack's assistant, Harry Homeniuk arranged for a good mounted display on LIVING DESERT to be placed in a down town window for one full week in advance of opening. The Seneca candy bar was very tastefully decorated to bring out the Easter theme.

CAPITOL - GALT

Ed's I SAW deal still running ... but not for the full six days each week. What's happened Ed, the thing is most successful in all the other towns which use it.

For his date on ATHENA, Connie's Music Centre set up an excellent window display, and also decorated their record bar with accessories provided by Ed. Rouse's Music Centre placed a good mounted one-sheet at their entrance.

C K G R aired the transcription supplied by M.G.M. and used portions of it every day during the run. They also played the ATHENA theme record on their "Capitol Showtime" program.

CAPITOL - WELLAND

I'm afraid young George is resting on his laurels ... good thing he has a few fancy points which he had accumulated in the first few weeks of the drive to support him. This week all I see is the usual I SAW deal, which is now a permanent fixture with the Tribune ... two good scenes on off-theatre pages, one each on RHAPSODY and WHITE FEATHER ... and his seven permanent window cards. Incidentally, the latter comes under the heading of standard accessories George ... and can't be construed as being unusual or specialized selling. Come on folla ... let's have some of that old spark back again.

PALACE - GUELPH

Scenes on off-theatre pages on SILVER CHALICE and THE OTHER WOMAN. Vorvis Restaurant still using the match deal ... and announcements over C J O Y of the winners in Herb's "Oscar Derby."

REGENT - OSHAWA

Now you're cookin' Charlie ... that visit you had with Al must have done some good. Now that you've joined our Winners' Circle you'll have to prove that you can stay there ...

I see two excellent co-ops in the Times-Gazette, on his MANY RIVERS TO CROSS date ... one with Collette Beauty Salon, and the other with Hamilton Cleaners. Both carry excellent credits. C K L B gave out with good musical selections with credits ... and excellent windows in Biddulph's and the Singer Sewing Machine.

Charlie promoted several hundred ice creams and Pepsi Colas and handed them out to an overflow audience of small fry at his Saturday matinee. Good display cards at the Genosha Hotel, and at the lunch counter of the Metropolitan Store.

Good thing I remembered his I SAW deal, which he just forgot to mention. Still running daily in the Times-Gazette.

DOWNTOWN - HAMILTON

For his date on 12 O'CLOCK HIGH, Paul tied in with Howard's Credit Jewellers who put in a full window for him, featuring model planes, also loaded their window with oversized clocks all pointing to twelve o'clock. Good supporting copy, of course. Rear window strips used on all cabs of the Royal Taxi Company. His confection bar most tastefully decorated for Easter, with good space devoted to the sale of F.P. books of tickets.

For his Italian program, Paul followed the pattern which was so successfully used for his first one, and sent out personal letters, in Italian, to everyone in the local directory whose name even remotely suggested Sicilian origin. Paul also prevailed on Jane Baker to give him a banner headline in her daily column, plugging his program.

As advance for HANSEL AND GRETEL, Paul enlisted the full co-operation of the managing editor of the Spectator, and wound up with an excellent story on the puppets used in the film, two good scenes, side by side, in the Saturday edition, and as an extra, another good news story. Jane Baker came through with a complete and excellent review in her daily column.

CAPITOL - PETERBORO

You keep getting your stuff in to me three days late Leonard, and one of these days you'll miss the deadline and wonder where your points have gone to ... I can't sit around waiting for you to make up your mind fella.

Len was playing HANSEL AND GRETEL, and I see snaps of a good easel on the street in front of the theatre, and a window in the Modern Tailors store ... The city librarian was prevailed upon to place a good display at the entrance to the children's section in the library ... C H E X came through with ten good plugs on their children's programs.

EIGHT individual single column scenes, and TWO two columns in the pages of the Review and Lakefield News ... not bad.

CENTURY - HAMILTON

Mel held over COUNTRY GIRL ... and didn't neglect to do some real selling. C K O C and C H M L played Crosby recordings by the dozen, with good credits to the Century attraction. Paul Hanover still giving forth with free plugs on his popular daily program.

Mel's pals at the local T.V. outlet still playing ball. Gordie Tapp on his Tuesday afternoon "Collegiate" program, and George Wilson every Friday and Saturday squeezing in the odd plug for his attractions.

The Hamilton News printed a terrific 400 line scene on COUNTRY GIRL, and Gordon Bullock gave the attraction a terrific boost in his "Showstopper" column. The Spectator also ran a good off-theatre-page scene, and, get this ... a 500 line ad, paid for entirely by themselves, tying in "A trio of stars ... the 3 stars in COUNTRY GIRL, and the 3 stars of the big Saturday Spectator ..." Nice stuff Mel.

The Time-Life magazine continues the display of good art cards in 100 dealers' windows ... American News trucks well bannered.

Mel has just completed another tie up with a large local industry ... this time with Westinghouse ... They have just gone into production on their new Springtime refrigerator, so Mel used it as the basis for his tie-up. 160 cards have been placed in dealers' windows throughout Hamilton, proclaiming "You can be sure if it's at the Century ... If it's Westinghouse ..." Each card prominently plugged COUNTRY GIRL.

The Famous Fun Festival still going strong with unlimited support from the Spectator. The Spec devotes much free space to the deal, and kicks in 25 special prizes every Saturday morning.

Each day during the coming week, five of the Bill Long colouring contest winners will appear on C H C H - TV, which can't help but mean many a free plug for the Fun Festival. Keep knocking over these new deals Mel ... We love 'em.

ROYAL - GUELPH

Ted's I SAW still attracting attention in the pages of the MERCURY. Two good scenes on off-theatre pages this week ... one on BRIDGES OF TOKO-RI, and the other on ON THE WATERFRONT. The Royal's staff wore lapel badges on TOKO-RI a full three weeks in advance of the playdate. The confection bar well decorated in Easter motif.

PARAMOUNT - PETERBORO

Wha hoppen? This is the shortest entry I've seen yet from that point-chaser Cauley ... Well, guess he's entitled ... I see that the large free ad is still appearing on the Examiner's weekly Business Quiz page ... Also note a good story on the tulips in Art's flower bed just outside his big picture window.

The Review and Lakefield News each featured Don Corrin's "Hollywood Newsreel" as well as three good scenes on LONG JOHN SILVER. Art's confection counter was a sight to behold, all decked out in the Easter theme.

TIVOLI - HAMILTON

Don still getting the bottom portion of the "Do it Yourself" page in the Hamilton Spectator, in return for a display of the items in his lobby. C K O C kicking in three plugs daily in return for some Oakleys, on their "Call the Tune" program. C H M L coming through with good plugs on their "Housewives Matinee ..."

A couple of excellent co-ops on THE RACERS ... Southam Motors accounted for one ... and fourteen Shell Oil dealers around town combined on another ... each with excellent credits. The car dealer also placed a very sporty racing car in the Tivoli lobby, and came through with a most effective display in their showrooms.

ALGOMA - SOO

Norm's only contribution is evidence of a nice window display in Moore's Music store on HIT THE DECK. The Algoma confection bar was very tastefully decorated over the holiday week.

VICTORY - TIMMINS

Have a nice scrap book here from Jack Bridges, with some good stuff on his STAR IS BORN date. Fourteen local merchants combined in a contest to pick the local high school girl to be their "Star for a day ..." Each carried a good window display, and each purchaser in any of the stores was entitled to so many votes. Swell stuff.

Jack rushed around and sold enough ads for a double truck spread in the daily ... not only sold the space, but had to write the ads ... and did a swell job. Result, a terrific page, with, you may be sure, plenty of mention of his attraction.

The "Star for a Day" was crowned on Jack's stage and presented with her gifts. The ceremony was taped by C F C L, and played over several of their programs on the following day. Of course Jack did the interviewing, so you guess what happened. One of the prizes was a dinner for the winner and her family at the Empire Hotel ... the press photog, snapped a picture of this for Jack, and with a little arm twisting Jack sez he was able to have it run in the paper ... but I don't see a tear sheet in support of this claim ... Send it along Jack.

Three good window displays in stores on the Main street ... Eight mounted one sheets placed in strategic locations around town. A good display was placed on the bulletin boards of all local High Schools outlining the contest deal ... with, naturally, plenty of mention of the attraction. The Riverdale Pavilion plugged the music from the pic, with several STAR spot dances tossed in.

C K G B featured the full sound track recording on Sunday evening, with plenty of credits. Both local radio stations came through with dozens of free plugs in advance of and during the run. Great stuff Jack ... but why have you neglected us so long? Just means that you may have knocked yourself out of the prize money.

.X.X.X.X.X.X.

Well, that looks like it for this week gang ... Let's see if we can't have some real stuff to report next week ... I'm awaitin'.